

METHODOLOGY

Tennessee's Best Real Estate Agencies 2024



Methodology – Tennessee’s Best Real Estate Agencies 2024

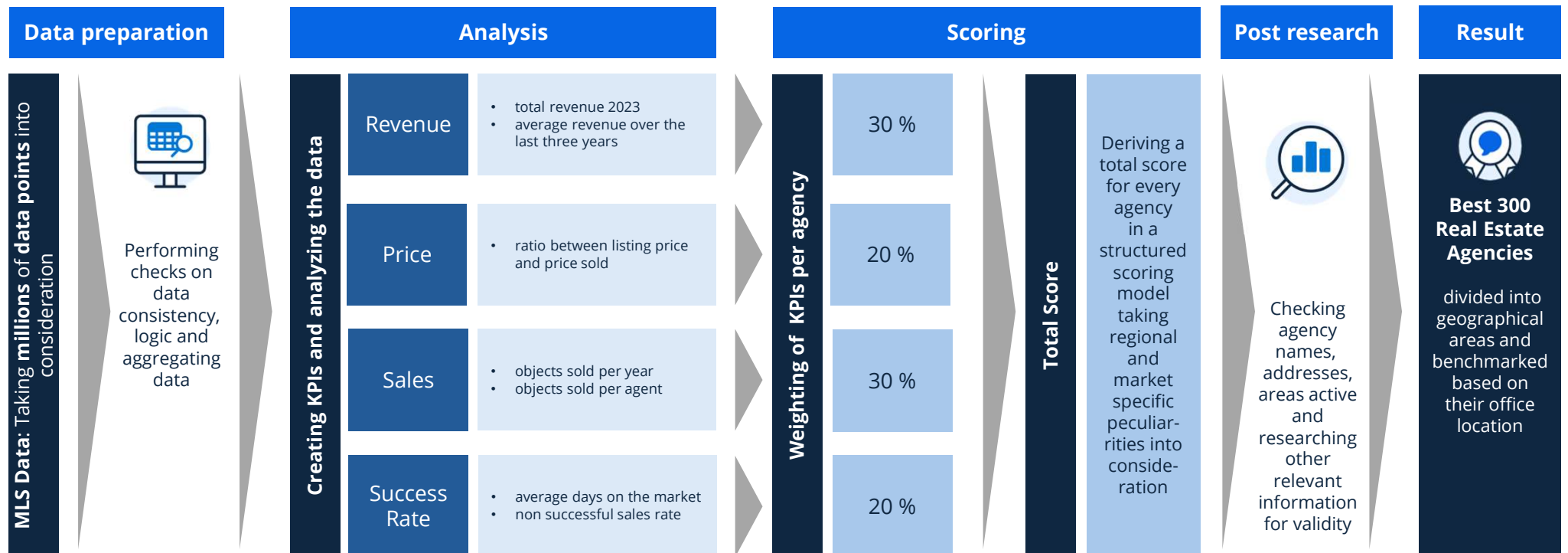
Summary

- For the first time, USA Today and Statista are awarding **“Tennessee’s Best Real Estate Agencies”**
- This study leverages **Multiple Listing Service (MLS)** data to rank real estate agencies based on their performance. The MLS data provides a **comprehensive dataset** encompassing property listings, sales, and agent information
- To ensure **data accuracy and consistency**, rigorous data cleaning and preprocessing steps are undertaken. Off-market sales that are not reported into the MLS database are not included in this study
- To assess agency performance, a set of **four key performance indicators (KPIs)** was established and weighted:
 - **Revenue (30%):** Total revenue generated in 2023 and average revenue over the past three years
 - **Price Performance (20%):** Ratio of the final sales price to the original listing price
 - **Sales Volume (30%):** Total number of properties sold each year as well as the average number of sales per agent
 - **Success Rate (20%):** Percentage of successful sales versus failed listings; average property time on the market before selling

The real estate agencies with the highest score in their geographical region were awarded as *Tennessee’s Best Real Estate Agencies 2024*

Analysis and Weighting Model

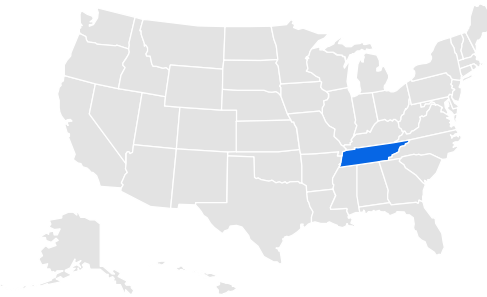
Methodology Overview



Division of the lists

geographical region overview (1/2)

The list is divided into the following geographical regions:



East Tennessee:

Anderson County, Bledsoe County, Blount County, Bradley County, Campbell County, Carter County, Claiborne County, Cocke County, Grainger County, Greene County, Hamblen County, Hamilton County, Hancock County, Hawkins County, Jefferson County, Johnson County, Knox County, Loudon County, Marion County, McMinn County, Meigs County, Monroe County, Morgan County, Polk County, Rhea County, Roane County

Middle Tennessee:

Bedford County, Cannon County, Cheatham County, Clay County, Coffee County, Cumberland County, Davidson County, DeKalb County, Dickson County, Fentress County, Franklin County, Giles County, Grundy County, Hickman County, Houston County, Humphreys County, Jackson County, Lawrence County, Lewis County, Lincoln County, Macon County, Marshall County, Maury County, Montgomery County, Moore County, Overton County, Perry County, Pickett County, Putnam County, Robertson County, Rutherford County, Smith County, Stewart County, Sumner County, Trousdale County, Van Buren County, Warren County, Wayne County, White County, Wilson County, Williamson County

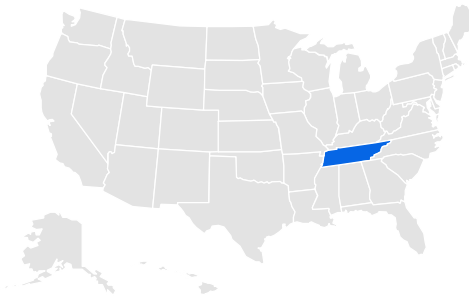
Division of the lists

geographical region overview (2/2)

The list is divided into the following geographical regions:

West Tennessee:

Benton County, Carroll County, Chester County, Crockett County, Decatur County, Dyer County, Fayette County, Gibson County, Hardeman County, Hardin County, Haywood County, Henderson County, Henry County, Lake County, Lauderdale County, Madison County, McNairy County, Obion County, Shelby County, Tipton County, Weakley County



Companies included in the list

Real Estate Agencies & Home Builders

Real Estate Agencies:

Primary function: Facilitates the buying, selling, and renting of real estate properties

Services: Listing properties for sale or rent
Finding potential buyers or renters
Negotiating terms and conditions
Handling paperwork and closing processes

Role: Acts as an intermediary between the buyer and seller or landlord and tenant

Home Builders (with brokerage license):

Primary function: Constructs new homes or buildings

Additional role: Often serves as a real estate agent for their own properties

Services: Marketing and selling their own new construction homes
Providing potential buyers with information about the properties
Handling the sales process, including negotiations and closings

Role: Both a producer and **seller** of the product

Disclaimer

The selection of the companies and the definition of the evaluation criteria were based on independent journalistic criteria of USA Today and Statista. The evaluation was carried out by the statistics and market research company Statista. USA Today and Statista make no claim to the completeness of the companies examined.

The ranking only includes companies that qualify according to the criteria described in this document. A position in the ranking is a positive recognition based on the analysis of the available MLS data sources available at the time.

In addition, events after August 15th, 2024, were not considered in the analysis. As such, the results of this list should not be used as the sole source of information for future deliberations. The information provided through this ranking should rather be considered in conjunction with other available information about a company.

The quality of companies that are not included in the ranking is not disputed.